

# NATIONAL CANNERS ASSOCIATION



## Information Letter



FOR N. C. A. MEMBERS

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### "The Best Ever"

Reports on the Canned Foods Week campaign now being received show that the results will exceed the expectations of the local committees in all parts of the country. Early in the campaign it was evident that the work was better organized than in previous years and that the field would be more thoroughly covered. While detailed reports are not yet available from a majority of the communities participating in the campaign, those that have come in state that there was greater cooperation from retailers than ever before and that the sales of canned foods have been heavy.

From the country's largest single market—New York City—comes the following comment from the local chairman in charge of the campaign:

"The New York committee is highly pleased with the splendid response from the trade in our territory. It has been pretty clearly demonstrated that a Canned Foods Week is a vital necessity. Canned Foods Week comes at a very opportune time—just as the freshly packed goods are arriving in the market and have been distributed to the retailer—the consumers are asked to 'stock their pantry'. It appears that this slogan, backed by the posters, radio talks, and other advertising material, is having its effect and a very wide and extensive distribution is taking place."

The results of the campaign can perhaps be summed up in a phrase occurring in many of the reports from the local committees—"the best ever".

### Prompt Release of Coal Cars Urged

In order to prevent a coal shortage this winter, the Car Service Division of the American Railway Association is urg-

ing shippers to release coal cars without detaining them longer than is absolutely necessary. In a circular asking the cooperation of industries in this matter, the Car Service Division states:

"Will you do all that you can for us to hasten the release for movement of coal carrying cars?

"We do not want to run short at the mines and will not if each firm or individual receiving a gondola car under load or ordering one to load will handle his end of the job promptly.

"Perhaps you will be willing to help us put the thought across that we need the gondola car more than the demurrage, and that every car released the first day after spotting will be just that much to the good."

Prompt loading and unloading and release of all railroad equipment will aid materially in the general car situation and will be beneficial to all shippers as well as to the railroads.

#### **Reduction of Canned Food Freight Rates Asked**

The Chairman of the Association's Traffic Committee has filed with the Interstate Commerce Commission a complaint asking for lower rates on canned foods from all points in Central Freight Association and Illinois Freight Association territories to the lower Mississippi Valley.

Rates between these sections were established by an order of the Commission about four years ago. They were reduced 10 per cent in July, 1922, and have since been advanced so that they are higher than those established by the Commission.

#### **Creating the Canned Food Habit**

That home canning has served to broaden the market for commercially canned foods is the gist of an editorial in a recent issue of the Rural New Yorker.

"A few years ago," the editorial states, "there was a 'drive' for home canning of fruits and vegetables. Of course farmers' wives have practiced this art for years—they still practice it. This drive, however, was directed at town and city women, who were urged to buy fruit by the bushel or crate and put it into cans. Many of them did so—to an extent which really hurt the business of commercial canning. Many of us who grow fruit found a new market for some of our stock—such as cherries, berries, currants and Kieffer pears. During the height of this drive we asked the owner of a large canning factory if it did not mean great injury to his business. His answer was:

"'No. In the end it will help us. Housewives will tire of doing the work, but their families will have *gained the habit* of eating such fruit, and they will come to us for it.'

"It is turning out just as he said. \* \* \* We find it almost impossible to sell Kieffer pears this year, and crate or bushel trade of canning fruit has fallen away to almost nothing. Town people still want the canned goods—they can not keep house without them—but they are losing interest in doing it themselves. Just why this is so, we can not answer, but it is evidently a part of the development in town housekeeping. It injures trade for many farmers, but it seems to prove that the continued use of any food product will in time create a demand for it, and that demand will be satisfied in the most convenient way."

#### Canners Conventions in December

A number of conventions of state canners associations are to be held the first part of December. Among these conventions are:

Western Canners Association, Hotel Sherman, Wednesday and Thursday, December 2 and 3, Chicago.

Ohio Canners Association, Tuesday and Wednesday, December 8 and 9, Hotel Fort Hayes, Columbus, Ohio.

Association of New York State Canners, Thursday and Friday, December 10 and 11, Hotel Syracuse, Syracuse, N. Y.

Minnesota Canners Association, Monday and Tuesday, December 14 and 15, New Nicollet Hotel, Minneapolis, Minn.

#### Supreme Court Decisions on Taxation

In a review of taxation legislation for the past fiscal year, the Attorney General's office summarizes some of the more important decisions rendered by the U. S. Supreme Court relative to taxation matters. Among these decisions are those holding that—

Claims for taxes are entitled to payment ahead of claims for wages under Section 64a of the Bankruptcy Act, unless the particular tax has been subordinated to such claims by some relevant federal or state law.

Where a new corporation was organized to take over assets of and assume liabilities of old corporation and acquired stock of old corporation by issuance of stock in new corporation to holders thereof, the difference between the cost of stock in the

old corporation and the value of stock in the new corporation, received in lieu thereof, was taxable as income under the Revenue Act of 1916.

Income tax assessed against a partner under the Revenue Act of 1918, is an individual tax, though income is drawn from the partnership business, and the government is *not* entitled to priority of payment out of assets of bankrupt partnership estate in payment of such individual tax.

The Commissioner of Internal Revenue for the purpose of assessing a capital stock tax under the Revenue Act of 1918 has discretion as to the method of ascertaining the value of the capital stock of a corporation, and his assessment of a fair average value of capital stock of corporation at not materially less than the net fair value of the assets, is not an abuse of discretion.

The Revenue Act of 1918, including within the measures of the estate tax proceeds of life insurance policies, applies only to policies issued after the passage of the act.

#### Prices of Food in October

The retail food index issued by the U. S. Bureau of Labor Statistics shows for October 15, 1925, an increase of about 1.5 per cent since September 15, 1925; an increase of over 8.5 per cent since October 15, 1924; and an increase of 55.5 per cent since October 15, 1913. The index number (1913=100.0) was 159.0 in September and 161.6 in October, 1925.

The Bureau's index number for wholesale prices of foods shows a decrease of 1.6 per cent from September to October. As compared with last October there was an increase of nearly 4 per cent.

#### Pollination and Growing of Cherries

Two bulletins of interest to cherry growers have been issued by agricultural experiment stations on the Pacific Coast. "Pollination of the Sweet Cherry" is the title of a 28-page bulletin by Warren P. Tufts and Guy L. Philp, published by the Agricultural Experiment Station at Berkeley, California. "The Pollination and Growing of the Cherry," by C. E. Schuster, has been issued in the form of a 40-page bulletin by the Agricultural Experiment Station at Corvallis, Oregon. Both publications are illustrated. Copies may be obtained by writing to the respective stations.

### Canning Makes Foods Safe Without Undue Loss of Vitamins

Canners will be interested in a page editorial that appeared in the Journal of the American Medical Association for November 7 relative to bacteria and vitamins in fruits and vegetables.

"The importance of fruits and vegetables in the dietary of man", the editorial begins, "is attested by the instinctive food choices of many generations as well as by the teachings of the science of nutrition". After reviewing briefly the work of Dr. McCollum of Johns Hopkins on nutrition, the editorial goes on to say that "the food consumer of today is confronted with an apparent conflict of advice in his desire to partake freely of the fruits and vegetables. \* \* \* On the one hand there are recurring admonitions of the unsuspected danger that may lurk in fresh foods which are commonly eaten uncooked. \* \* \* On the other hand, although safety might be secured by adequate sterilization of such foods through cookery, we have been warned that heat is destructive to the indispensable vitamins".

"In the midst of this quandary as to the wise procedure in diet", the editorial states, "certain newly established facts are alike helpful and reassuring. The reports of the destructive effects of heat on vitamins as a class have been 'grossly exaggerated'. The lability seems to apply more particularly to vitamins A and C and to depend largely on the conditions of heating employed. When the possibility of oxidation is precluded, as in commercial canning rather than in open-air heating, the loss of vitamins is greatly reduced, if not actually negligible."

Summing up the subject, the editorial concludes: "The traveler in the Orient, as well as the resident at home in the Occident, may now be comforted by the assurance that with proper sterilization or cookery his quota of fruits and vegetables may be made microbiotically safe—and that without undue deprivation of vitamins."

### Heavy Bituminous Coal Production

Cars loaded with bituminous coal at the mines during the five weeks in October and the first week in November—a period when bituminous coal production is always extremely heavy—totaled 1,258,495 cars, according to the American Railway Association. This exceeded by 134,539 cars, or 12 per cent, the total for the corresponding period last year, and by 87,889 cars, or 7.5 per cent, the corresponding period in 1923. It also exceeded the corresponding period in 1921 and 1922.

Bituminous coal production for the six weeks period was the greatest for any corresponding period during the past five

years, amounting to 71,216,000 tons. This was an increase of 8,354,000 tons, or 13.3 per cent, over the same period in 1924, while it also was an increase of 6,678,000 tons, or 10.3 per cent, over the same period in 1923.

#### **Vitamin Work Reported Abroad**

Die Konserven-Industrie, published in Brunswick, Germany, which some time ago translated and reproduced an article on the vitamin work on apples, has followed this with an article on vitamins in canned spinach, translating the report by Drs. Eddy and Kohman in the "Canning Age" for January, 1925.

#### **Proposed Increase in Canned Foods Freight Rate Suspended**

By an order entered November 19 (Docket No. 2547), the Interstate Commerce Commission has suspended from November 20, 1925, until March 20, 1926, the operation of certain schedules proposing to increase the rate on canned goods, dried peas and beans, pickles and sauerkraut, car-loads, from Wisconsin producing points to Owensboro, Ky.

The proposed change in rates would, for example, increase the rate per 100 pounds from Chippewa Falls, Eau Claire and Menominee, Wis., to Owensboro from 48 cents to 51½ cents.

A date for a hearing in the case will be announced later by the Commission.

#### **Car Loadings**

Loading of revenue freight for the week ended November 7 totaled 1,063,322 cars, the sixteenth week this year that loadings have exceeded the million car mark. This was an increase of 68,043 cars over the corresponding week last year and an increase of 27,101 cars over the corresponding week in 1923.

However, it was a decrease of 27,951 cars under the preceding week, decreases in the loading of all commodities being reported with the exception of coke and ore.

#### **Salmon in Germany**

Salmon is one of the first foodstuff items to feel the effect of improved economic conditions in Germany, according to the American vice consul in Hamburg. Imports at Hamburg this year will be approximately 3,000 cases. The vice consul notes that of several attempts to provide a substitute for salmon, at least one brand seems to promise success. This is produced by a



large Cuxhaven dealer and is not salmon at all but cod, which is sliced and artificially colored. It is called "Seelachs" or "Sea Salmon", a term that designates nothing at all, thereby circumventing the German law which forbids one kind of fish to be sold under the name of another. According to this canner, it can be produced for about 20 per cent the cost of canned salmon.

#### **Danish Condensed Milk Industry**

Condensed milk was produced in Denmark during 1924 in 34 factories, employing a total number of 870 people. The production of these factories during 1924 was 79,860,000 pounds. One condensed milk factory which produced approximately two-thirds of all condensed milk produced in Denmark states that the year 1924 was quite satisfactory both in regard to size of production and economic results. The smaller condensed milk factories did not experience as satisfactory a year.

#### **German Trade Papers Want Photographs**

The American commercial attache at Berlin states that his office has had numerous requests for pictures showing manufacturing processes, sales activities, methods of shipment or advertising and display of American products. These photographs, he states, will be published in German trade papers without charge and will be a valuable advertisement for American firms.

#### **Australian Fruit Industry**

The Foodstuffs Division of the Department of Commerce will furnish to interested American firms a report it has received from its trade commissioner in Australia on the canned and dried fruit industry of that country. The report gives the names of the most prominent canneries in Australia, their operating methods, costs of operating, kinds of cans used, methods of financing growers, fertilization of fruit-trees, and many other interesting sidelights in this industry.

